METHOD OF DISPLAYING A SHOPPING SUMMARY TO A SHOPPER WHO ACCESSES AN ELECTRONIC COMMERCE WEB SITE

ABSTRACT

An electronic-commerce (e-commerce) customer is provided with a convenient way of calling for a shopping summary. The customer's web browser awaits a right-click from the customer's mouse upon an e-commerce web page. Upon detection of a right-click, the browser checks to see if a shopping summary is currently shown. When the shopping summary is shown at the time of the right-click, the web browser moves to a state wherein the summary is not show. When the shopping summary is not shown, the web browser moves to a state wherein the shopping summary is shown. In one embodiment, the summary appears as an overlay upon the web page. In another embodiment, the summary appears in a second web page that the browser opens upon detection of a right-click. The shopping summary may include a shopping cart, or an auction-bid summary, or a summary of other kinds of on-line purchasing, bidding, selling, or renting activity.